

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

June, 2026

**BSM-006 : UNDERSTANDING CUSTOMER
REQUIREMENTS**

Time : 2 Hours

Maximum Marks : 50

Note : Attempt all questions.

1. Answer all questions. Each question carries 1 mark.

Fill in the blanks :

- (a) is the difference between customer expectations and perceptions.
- (b) Intangibility, Perishability, Inseparability and Variability are the characteristics of

- (c) is a tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.
- (d) SSTs stands for
- (e) is the physical surroundings or the physical facility where the service is produced, delivered and consumed.

State True/False :

- (f) Employee Training is not an element of physical evidence.
- (g) Downward communication helps in gaining first-hand knowledge about customer expectations.
- (h) The customer is not always right.
- (i) Service Designing actions are taken by an organization in response to a service failure.
- (j) Tangibilize the services refers to service characteristic of intangibility.

2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks.

- (a) Explain the level of lead in customer pyramid.
- (b) Explain the interconnection between the service firm and its customer.
- (c) What is customer delightfulness ?
- (d) Approaches to relationship marketing.
- (e) What is Internal Marketing ?
- (f) What is service triangle ?
- (g) Outline the research objectives for services.
- (h) Write about Soft technologies.

3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks.

- (a) Examine the Wheel of Loyalty.
- (b) Discuss the benefits of CRM.
- (c) Illustrate the customer pyramid.
- (d) What are types of service complainers ?

- (e) What are the various characteristics of service ? Explain.
 - (f) Explain the various dimensions of service quality.
4. Answer any *one* question in **500** words. Each question carries 10 marks.
- (a) What do you understand by service failure ? Explain the service recovery strategies.

Or

- (b) Analyse the Gap Model of Service Quality with the help of illustration.

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